

ATTACHMENT D

POSITION QUALIFICATIONS

1. **SENIOR ENVIRONMENTAL GRAPHIC DESIGNER**

The duties of this position involve managing all of the contractor's design activities relating to the **Service-wide** Sign Management Program. This includes overseeing and coordinating the work of environmental graphic designers, cartographers, illustrators, and pre production specialists (working in-house or under subcontract) involved in the design and preparation of sign content and production materials.

A person qualified for this position must have an ability to communicate information effectively through the use of visual materials, a knowledge of the principles of art and design, and the ability to apply these principles to the field of visual communication. As a *senior* designer, the person must also have an ability to communicate well verbally and in writing, an ability to set schedules and manage the progress of multiple projects, and the ability to supervise and inspire others. The Senior Environmental Graphic Designer must gain a thorough knowledge of the UniGuide Sign Standards and how to apply them to specific NPS sign projects.

2. **ENVIRONMENTAL GRAPHIC DESIGNER**

The duties of this position involve the layout and design of signs consistent with the UniGuide **Sign** Standards. This includes coordinating the work of illustrators, cartographers, and sign production specialists. The duties may also involve the design of printed materials or other media necessary to the planning and design of NPS signs or to the promulgation of the UniGuide **Sign** Standards.

A person qualified for this position must have an ability to communicate information effectively through the use of visual materials, a knowledge of the principles of graphic and environmental graphic design including form, scale, color, and typography, and the ability to apply these principles in the field of visual communication, especially signs. The person must gain a thorough knowledge of the UniGuide Sign Standards and the NPS graphic identity standards.

3. **SENIOR SIGN PLANNER**

The duties of this position involve overseeing all of the contractor's planning activities relating to the **Service-wide** Sign Management Program. This includes supervising the work of sign planners, and working with designers, cartographers, and illustrators in the process of planning and designing signs. The Senior Sign Planner's work may be as broad as a sign inventory or plan, or as detailed as the content of a specific sign.

A person qualified for this position must have an ability to develop specific communication goals for groups of signs or individual signs and to assemble narrative and illustrative sign content. As a *senior* planner, the person must also have an ability to communicate well verbally and in writing, an ability to set schedules and manage the progress of multiple projects, and the ability to supervise and inspire others. They must gain a clear understanding of the mission of the National Park Service, the management needs of specific parks, and the nature and habits of park visitors.

4. **SIGN PLANNER**

The duties of this position involve the development of park sign inventories, sign plans, and content layouts for specific signs.

A person qualified for this position must have an ability to analyze a park's communication needs and to develop signs that address them effectively. To do this, they must possess an ability to observe, to communicate verbally and in writing, and to manage and document large amounts of complex data. They must gain a clear understanding of the mission of the National Park Service, the management needs of specific parks, and the nature and habits of park visitors.

5. **LANDSCAPE ARCHITECT**

The duties of this position involve assisting in the development of park sign inventories and plans, the design and placement of specific signs, and the design of plantings and "hardscape" amenities surrounding various signs, especially major park or facility identification signs.

A person qualified for this position must have a complete understanding of the principals of landscape design and related technologies, materials, and procedures, especially as they apply to national park environments. They must gain knowledge of the history of park landscapes and built environments, the nature and habits of park visitors, and the UniGuide Sign Standards.

6. **WRITER-EDITOR**

The duties of this position involve the writing, editing, and copy proofing of a range of sign messages, from simple vehicular or pedestrian signs to more complex signs relating to visitor safety, resource protection, park facilities and activities, and regulations. Writing of newsletters and other communications that promote or explain the **Service-wide** Sign Management Program will also be included.

A person qualified for this position must have a well developed ability to write clearly and succinctly, and in a way that compels park visitors to understand and embrace the messages that are being conveyed. The person must develop an understanding of the mission of the NPS, a knowledge of the various subjects and issues that the agency is involved in, and an appreciation of the people who visit national parks. The person must also have a thorough knowledge of the regulations included in the Federal Highway MUTCD that relate to sign text messages.

7. **CARTOGRAPHER**

The duties of this position involve the design and preparation of maps that appear on signs to direct visitors around parks, principally as pedestrians. The duties also include researching and assembling the resource materials needed to create such maps.

A person qualified for this position must have a thorough understanding of the principals of cartography, including map compilation, design, and production. They must gain an understanding of the NPS Cartographic Standards and the nature and habits of park visitors.

8. **ILLUSTRATOR**

The duties of this position involve the creation of artwork to accompany and reinforce narrative messages that appear on Visitor Information Signs intended to convey information about park activities and facilities, resource protection, safety, regulations, and interpretation.

A person qualified for this position must have an ability to render the simple "pen- and-ink" style drawings depicted in the UniGuide Sign Standards. This requires artistic ability, and the ability to draw freehand using common art media including drawing pens or scratchboard. The person must gain an understanding of the artistic style and purpose of the drawings depicted in the UniGuide Sign Standards.

9. **PACKER**

The duties of this position involve the packaging and shipment of UniGuide signs and sign components.

A person qualified for this position must have knowledge of a wide range of accepted packing containers, protective devices, cushioning materials, and packaging related methods and techniques.